

**News & Events 2022-23**  
**MBA**  
**CHRIST (Deemed to be University)**  
**Bannerghatta Road Campus**

**July, 2022**

CHRIST University School of Business & management Association (**CUSBMA**) was inaugurated for the current academic year on 21<sup>st</sup> July 2022 at 8:30 am with the distinguished presence of Professor Dr. Rashmi Rai and Dr. Aishwarya N. It encompassed participants from both senior and junior cohorts of the MBA program. Student representatives from various clubs introduced their respective clubs and elaborated on the activities conducted within each club.



A Guest lecture on International Business was organised for both first-year and second-year MBA students. The event was held on July 22nd, 2022, between 3:00 pm and 5:00 pm, hosted on the campus. The guest speaker for the occasion was Mr. Vishnu Mohan, whose professional journey began with KPMG Global. During the lecture, Mr. Mohan presented engaging videos and advertisements while delivering insights on the subjects of marketing and the e-commerce sector.



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**School of Business and Management**  
CHRIST (Deemed to be University), Bangalore

**MBA - Finance and International Business, BGR Campus**

Presents a Guest Lecture on

# **RISK MANAGEMENT**

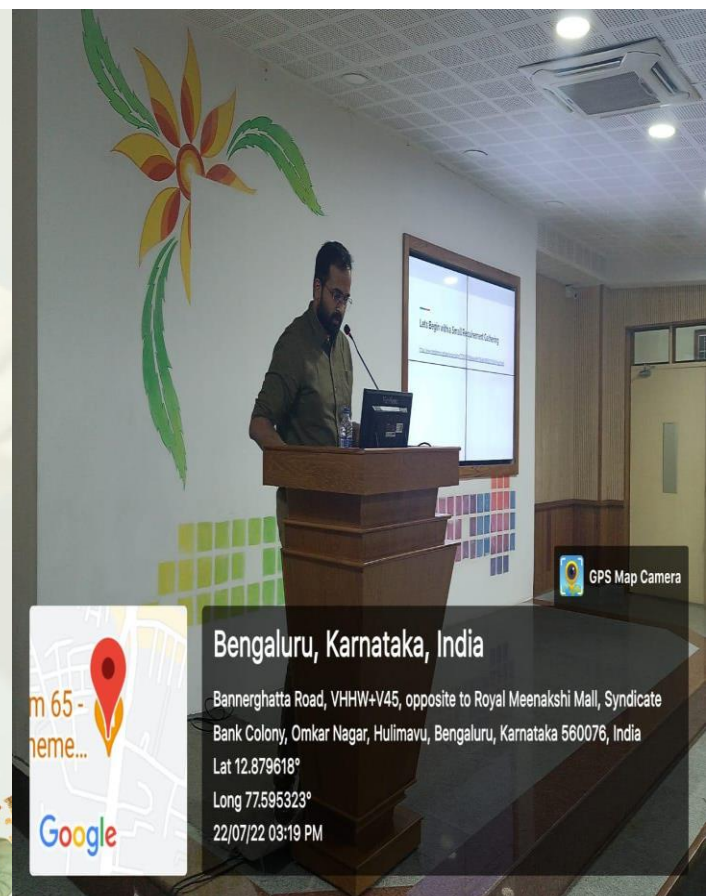
Guest Speaker



**Mr. Vishnu Mohan**  
E-commerce Brand Aggregator  
UNQ Brands

22-07-2022  
3:00 - 5:00 PM

Venue: Seminar Hall, BGR campus





## Guest Lecture: Building a business aligned IT strategy

The Guest Lecture commenced at 12:30 pm, with the esteemed presence of the Chief Guest, Mr. Reji Ulahannan, Chief Executive Officer of OGES InfoTech, along with Professors Dr. Rashmi Rai and Dr. Aishwarya N. It engaged both senior and junior MBA student cohorts. The lecture, entitled "Building a Business-Aligned IT Strategy," offered valuable insights on pre-corporate preparation.



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*Presents a Guest Lecture on*

**Building a Business Aligned  
IT STRATEGY**

*Guest Speaker*

 **Mr. Reji Ulahannan**  
Chief Executive Officer (CEO)  
OGES INFOTECH, UAE

**28.07.2022 | THURSDAY | 12.00 - 1.30 PM**

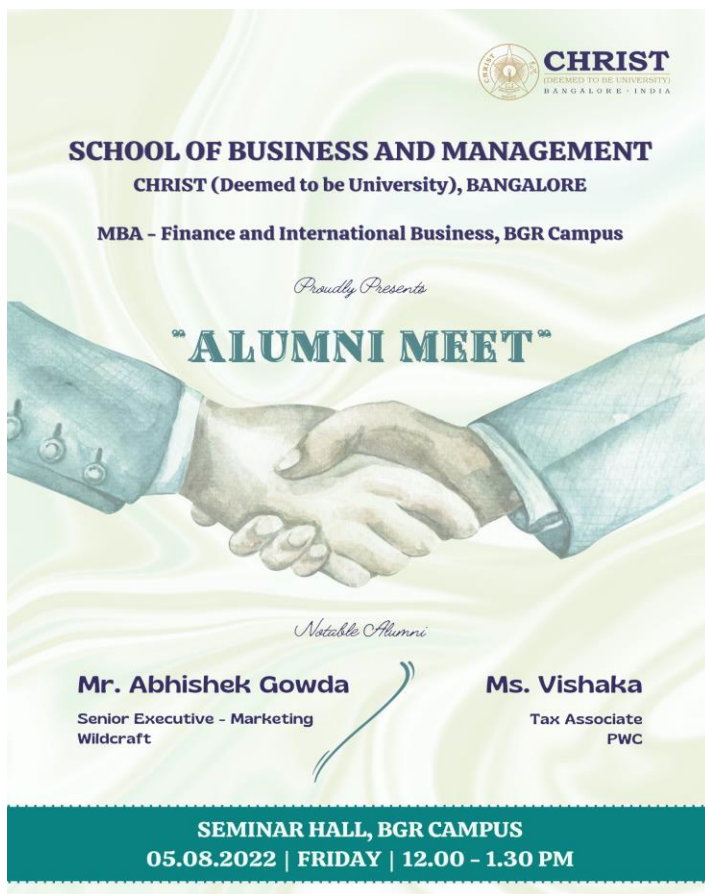
**Venue: Seminar Hall, BGR campus**



August, 2022

### Alumni Meet: IB Guest Lecture for the first-year and the second-year MBA students

On August 5th, 2022, alumni meet was held on the campus from 12:00 pm to 1:30 pm. The distinguished guests were Mr. Abhishek M P, whose professional journey commenced as a Management Trainee at Indusind Bank and currently serves as a Senior Marketing Executive at Wildcraft India, and Ms. Vishakha Shukla, an alumna who embarked on her career as an Associate at PwC following her graduation from Christ University. Both of them shared their invaluable experiences at Christ University, expounded upon their career trajectories, and provided valuable insights regarding placements and corporate affiliations.

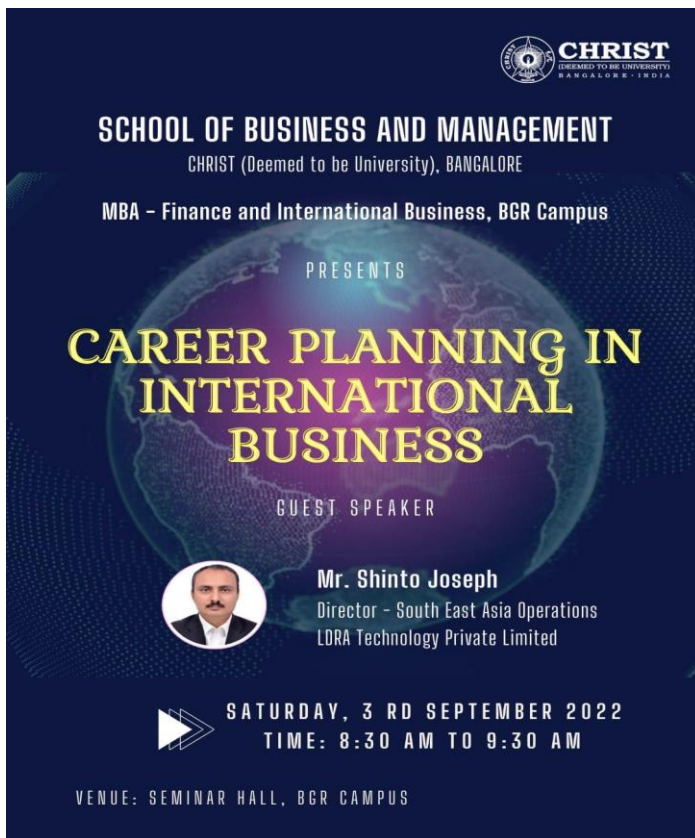




September, 2022

## Career Planning in International Business

On September 3rd, 2022, an event was held on the campus from 08:30 to 09:30 am, featuring Mr. Shinto Joseph, an esteemed alumnus of Christ University and a member of the inaugural MBA batch. He presently holds the position of Director - South East Asia Operations at LDRA Technology Private Limited. Throughout the guest lecture, students gained valuable insights from the speaker's shared experiences, particularly in the realms of workplace diversity and corporate cultures.



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PRESENTS

**CAREER PLANNING IN  
INTERNATIONAL  
BUSINESS**

GUEST SPEAKER

 **Mr. Shinto Joseph**  
Director - South East Asia Operations  
LDRA Technology Private Limited

 **SATURDAY, 3 RD SEPTEMBER 2022**  
**TIME: 8:30 AM TO 9:30 AM**

VENUE: SEMINAR HALL, BCR CAMPUS



## Guest Lecture: IB Guest Lecture for the first-year and the second-year MBA students

On September 10th, 2022, Guest Lecture was conducted on the campus from 8:30 to 10:00 am, featuring Mr. Gautham Shenoy, presently serving as the Executive Creative Director at Saatchi & Saatchi Focus. Throughout the guest lecture, students gained valuable insights into the evolving consumer behaviour in the post-Covid era and its impact on organizations.



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PRESENTS

**"DISCUSSION ON POST - COVID"**

**CONSUMER BEHAVIOUR**

 **Mr. Gautham Shenoy**  
Executive Creative Director  
Saatchi & Saatchi focus

**SATURDAY, 10 TH SEPTEMBER 2022**  
TIME: 8:30 AM TO 10:00 AM

VENUE: SEMINAR HALL, BGR CAMPUS  
FACULTY IN-CHARGE: DR. SUNITA KUMAR

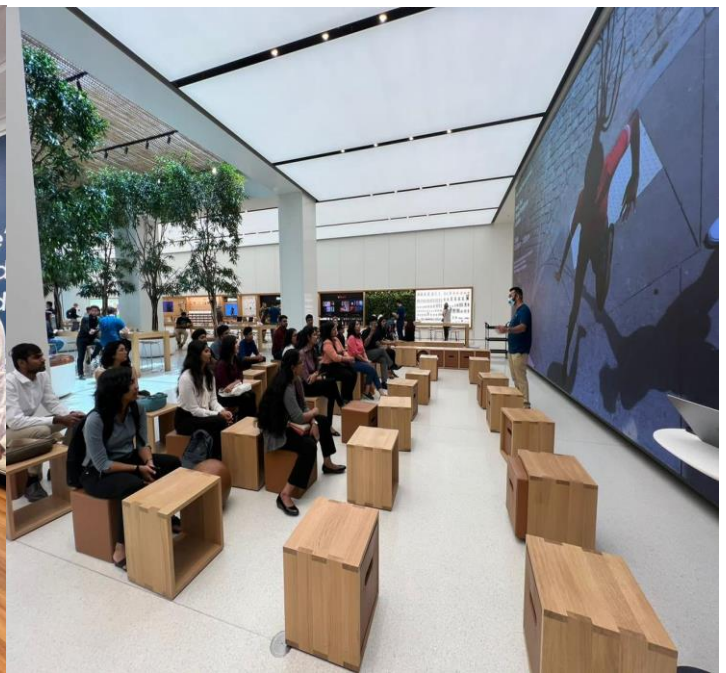




## Out-Bound Training Program

The Global Immersion Program for international business students at our college in Dubai proved to be an immersive and highly impactful experience. This five-day itinerary commenced with an informative orientation session, the official launch of the Dubai Business Challenge, and an enlightening city tour. In the subsequent days, our students actively participated in university sessions, had the privilege of visiting industry giants like Apple and Intel, and explored cutting-edge innovation hubs.

The program also encompassed cultural enrichment, featuring memorable experiences like a traditional Dhow Cruise and an exhilarating Desert Safari. As the program neared its conclusion, our students presented their innovative solutions for the Dubai Business Challenge and were duly recognized and celebrated at the awards ceremony.



## Understanding Cross-Cultural Differences in Strategizing Growth in Foreign Markets: IB Guest Lecture for I and II-year MBA students

On September 24th, 2022, a notable event transpired at Christ University's Bannerghatta Road (BGR) campus, unfolding between the hours of 9:00 AM and 10:00 AM. The distinguished guest speaker for this occasion was Ms. Tanisha Mehrotra, presently holding the esteemed position of Senior Manager in Growth at Paytm. During her address, she elucidated the strategic considerations related to cultural and values disparities among individuals hailing from various countries and regions. Ms. Mehrotra expounded on how these factors play a pivotal role in the establishment and success of business ventures in locations such as the United Kingdom, Latin America, and various countries within Southeast Asia.



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PRESENTS

# UNDERSTANDING CROSS-CULTURAL DIFFERENCES IN STRATEGIZING GROWTH IN FOREIGN MARKETS

GUEST SPEAKER

**MS. TANISHA MEHROTRA**  
SENIOR GROWTH MANAGER PAYTM

ON 24TH SEPTEMBER 2022, SATURDAY  
9:30 AM TO 10:30 AM. VIRTUAL MEETING AT MINI AUDITORIUM, BGR CAMPUS

CLICK THE LINK BELOW TO JOIN THE MEETING  
<https://meet.google.com/skp-uoeey-wvg>

Bengaluru, Karnataka, India  
6/413, near Christ University Bannerghatta Road Campus, Pai  
Layout, Hulimavu, Bengaluru, Karnataka 560076, India  
Lat 12.877553°  
Long 77.595794°  
24/09/22 09:20 AM

GPS Map Camera



October, 2022

## Marketing for the International Market: Finance & IB Guest Lecture for I and II-year MBA students

On October 13th, 2022, an event unfolded at Christ University's Bannerghatta Road (BGR) campus, spanning from 10:00 AM to 12:00 PM. The distinguished guest speaker for this occasion was Mr. Sam Moorthy, a partner in a specialised independent consultancy with a focus on FMCG, Financial Services, Media, Pharmaceuticals, and Real Estate sectors. Mr. Moorthy initiated the guest lecture by emphasising the significance of recognizing consumer value in product, pricing, distribution, and promotional strategies. He illustrated this through the presentation of three pre-provided case studies to the attentive audience.



**SCHOOL OF BUSINESS AND MANAGEMENT**  
CHRIST (Deemed to be University), BANGALORE  
**MBA - Finance and International Business, BGR Campus**  
*presents*

# MARKETING FOR THE INTER-NATIONAL MARKET

GUEST SPEAKER



**Mr. Sam Moorthy**  
Leadership Builder: People & Brands  
Adjunct Faculty: Marketing & Marketing  
Communications

THURSDAY, 13 TH OCTOBER 2022  
TIME: 10:00 AM TO 12:00 PM

SEMINAR HALL, BGR CAMPUS



## Value added course on Blockchain Technology

The value-added course spanned a duration of 10 hours, condensed into a two-day format. The core objective of this program was to foster comprehension of blockchain technology and its multifaceted applications across diverse sectors. On October 15th, the curriculum encompassed essential subjects such as the foundational principles of the Metaverse, comprehensive exploration of block chain applications in Metaverse, in-depth insights into the architecture of decentralized ledger technology, and the operational dynamics of Blockchain as a Service (BAAS). The intricate concepts of Genesis and Linked Lists were also included in the curriculum.



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*presents*

**VALUE ADDED COURSE**  
ON  
**BLOCKCHAIN**

*Guest Speakers*

**Mr. Annamalai Anbukarasu**  
Head, Digital and Emerging Technologies,  
Technology Advisory Group  
BFSI, TCS

**Ms. Pallavi Kumari**  
Domain & Technology Lead in  
Emerging Technology & Garage  
BFSI, TCS

**OCTOBER 15 & 16, 2022**  
**9.00 AM - 4.00 PM**

**Bengaluru, Karnataka, India**  
VHGW+M56, Pai Layout, Hulimavu, Bengaluru,  
Karnataka 560076, India  
Lat 12.87668°  
Long 77.595432°  
16/10/22 11:31 AM GMT +05:30

GPS Map Camera

Google



November, 2022

### Last Mile Planning: Finance & IB Guest Lecture for I and II-year MBA students

The activity took place at Christ University BGR campus on 24<sup>th</sup> November 2022, between 8:30 AM and 10:00 AM. The guest speaker was Mr. Suhas VS, Senior Program Manager at Amazon. Mr. Suhas explained to the students how the evolution happened from first generation commerce of using supermarkets to the 2<sup>nd</sup> generation of E-commerce and the prevalent 3<sup>rd</sup> generation of Q-commerce.



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Bannerghatta Road Campus

## LAST MILE PLANNING

**Guest Speaker**



**Suhas VS**  
Senior Program Manager  
Amazon Logistics

**24 November 2022 | 8.30 - 10.00 AM**  
Venue :  
**Room No. 309**  
Bannerghatta Road Campus  
**AUDIENCE: 2MBAR**  
FACULTY COORDINATOR: **Dr. Aarth C**



## Social Media Analytics: Finance & IB Guest Lecture for I and II-year MBA students and III year MTTM students

The activity took place at Christ University BGR campus on 24<sup>th</sup> November 2022, between 9:00 AM and 12:30 PM. The guest speaker was Ms. Neeti Thakur, Global digital Strategist at Thought works. The guest lecture was on the three pillars of any organization's social media presence- planning, strategy, and measurement.



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Bannerghatta Road Campus

### A WORKSHOP ON SOCIAL MEDIA ANALYTICS

**Guest Speaker**



**Neeti Thakur**  
Global Digital Strategist,  
Thought Works

**24 November 2022 | 9.00 am - 12.30 pm**  
Venue:  
**SEMINAR HALL**  
Bannerghatta Road Campus

**AUDIENCE:**  
**3MTTM & 2MBAR**

FACULTY COORDINATOR: **Dr. Aarthy C**

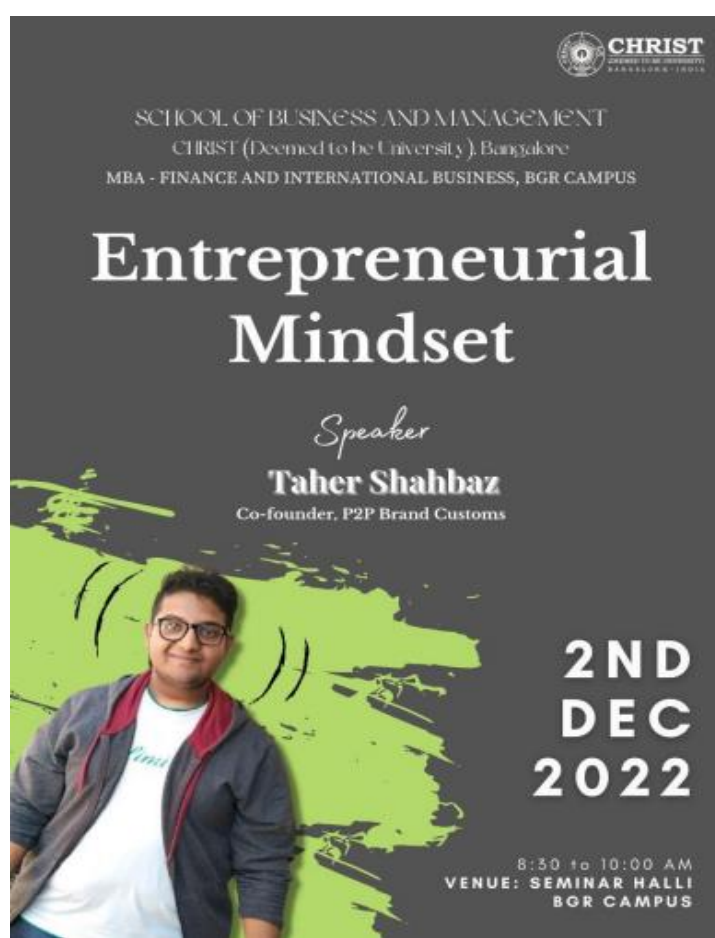




December, 2022

### Entrepreneurial mind-set: ED Guest Lecture for I and II year MBA students

The activity took place on Christ University BGR campus on 2<sup>nd</sup> December 2022, between 8:30 AM and 10:00 AM. The guest speaker Mr Taher Shahbaz is an alumnus of Christ University, Bangalore. Mr. Taher Shahbaz started his presentation by explaining the basic concepts of entrepreneurship with the real life example of his start-up.



**An introductory session to know about investment patterns, savings, markets and more: Finance Guest Lecture for I and II-year MBA students**

The activity took place on Christ University BGR campus on 9th December 2022, between 11:30 AM to 1:30 PM. The guest speaker was Mr. Anushrutha manchi who is Entrepreneur, business thinker with extensive business management experience, and avid trader. The guest lecture introduced the students to the stock market and moved on to what is Stocks, different types of stocks and Stocks work.





## Industrial Visit - Coca Cola

The industrial visit on 21<sup>st</sup> December 2022 with the MBA students of first and second years. The students were divided into a count of 27-30 each in a group. There were 2 guides, Ms. Hima (Procurement Manager) and Ms. Ambika (Microbiologist) who explained the entire Supply Chain and Operations of Coca-Cola.



January, 2023

## Workshop: Introduction to Python

The Introduction to python workshop happened on 16<sup>th</sup> and 17<sup>th</sup> of January 2023 it was a 2 days workshop dedicated to developing an understanding and learning basics of the application. The workshop started with the guest Dr. Vinod taking us through the basic understanding of data analysis.



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Loading

# INTRODUCTION TO PYTHON....

Computing By

**Dr. Vinod Kumar Murti**  
Country Head  
Institute of Analytics - London

**16 & 17 th JAN 2023**  
**8:30 AM - 1:30 PM**  
SEMINAR HALL, BGR CAMPUS





February, 2023

## The inaugural ceremony of CUSBMA: Inauguration of the club and appointment of new office bearers

The activity occurred on the campus on 25<sup>th</sup> February 2023, from 8:30 - 10:00 am. The guest was Ms. Haripriya Elango, an alumna of Christ university MBA batch 2020-2022, currently working as Senior Cloud Analyst for Oracle Tech Hub, Bangalore. The guest shared her experiences as a campus student and an active club member and then the senior office bearers of each committee gave a briefing regarding what each committee and clubs are and also went down on last year's activities conducted by the clubs.



**March, 2023**

**Professional development and career readiness: "Acing Internship Interviews" for 1st MBA students**

The activity took place on Christ University BGR campus on 18th March 2023, between 9:00 AM and 10:30 AM. Dr Reema Jacob, Senior Regional HR Head at Nokia, started off by explaining on how to ace the group discussion and personal interview which form the crucial components of the job application process.





April, 2023

**IB Guest Lecture for I and II-year MBA students: Building your personal brand:  
Strategies for standing out in a crowded job market**

The activity took place on Christ University BGR campus on 11th of April 2023, between 8:30 to 10:00 AM. The guest speaker was Mr. Dhruv Shah, who is the Lead of Demand Generation at Deloitte Insurance and a driving force behind Finshots' growth. He manages a team of over ten individuals and utilises various marketing channels, including social media, influencers, and partnerships, to drive revenue and scale-up lead channels.



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Presents

**"BUILDING YOUR PERSONAL  
BRAND: STRATEGIES FOR  
STANDING OUT IN A CROWDED  
JOB MARKET"**

 **DHRUV SHAH**  
VP Marketing  
Ditto Insurance & Finshots

**11 APRIL 23**  
**8:30 - 10:00 AM**

Faculty Coordinator  
Dr. Aishwarya

Venue: Room 309



July, 2023

### **Mastering Momentum: Unleashing Excellence in MBA: Seminar**

The session began at 9 am, wherein the guest speaker- Mr Varun Chadha, a Global Market Analyst at Goldman Sachs provided us with his deep insights about life at Christ and beyond it. It involved the speaker sharing his experiences as a student as well as an analyst, helping the audience to navigate their path in a skilful manner so as to avoid common pitfalls.





**August, 2023**

## **Training: Soft Skill Training for Placements**

The 3-day soft skill training session by Sukanya Mam gave a kick start to all placement preparation as it involved the important aspects of any recruitment drive.



**September, 2023**

**The Mega Influence of Social Media: IB Guest Lecture for 1<sup>st</sup> MBA students**

The activity took place on Christ University BGR campus on 22<sup>nd</sup> September 2023, between 09:00 AM and 10:30 AM. The guest speaker was Ms. Nethra Bhaskar, who is working as a Market Research Analyst in Waveteq, Bangalore. She delved into the sweeping influence of social media, drawing attention to its colossal user base, with 4.8 billion individuals worldwide engaged in these platforms, including a staggering 450 million in India alone.





## Outbound Training - Ramanagara Hills

The college outbound training trip was a thrilling and unforgettable experience that brought together a group of college students in search of adventure, camaraderie, and personal development.

